



Alabama Small Business Development Center Network

Strengthening Alabama's Economy, One Small Business at a Time.

www.asbdc.org

ASU

ALABAMA STATE
UNIVERSITY

College of Business Administration
SMALL BUSINESS DEVELOPMENT CENTER

Women In Business Workshop Series

UNLEASH YOUR MARKETING POWER

Attend this workshop and learn how an effective marketing plan can help you increase your sales and profitability while efficiently managing your marketing dollars. Topics will include how to conduct market research, define your customer and target your market, analyze your competition, and develop a marketing plan that works for your business and your budget.

Date/Time:

Tuesday, April 15, 2014 | 6:00 pm – 7:30 p.m.

Location:

Banquet Room
Dunn-Oliver Acadome, Alabama State University
1595 Robert C. Hatch Dr.
Montgomery, AL 36104

Workshop Presenter:

Dr. Joyce McGriff
Associated Professor of Marketing
ASU, College of Business Administration

For more information contact:

Andrea Price at 334-229-4138 or email to: arprice@alasu.edu

FREE EVENT

Please join us from 5pm – 6pm for business networking and light refreshments

REGISTER ONLINE @ <http://asbdc.ecenterdirect.com/ConferenceDetail.action?ID=7107>



The Small Business Development Center at Alabama State University is a member of the Alabama SBDC Network, funded in part through a cooperative agreement with the U.S. Small Business Administration. Reasonable accommodations for persons with disabilities will be made if requested at least two weeks in advance. Contact arprice@alasu.edu, 915 S. Jackson St., Montgomery, AL 36104, 334-229-4138 or arprice@alasu.edu.